



News Release

PROTON INTRODUCES THE NEW 2022 IRIZ AND PERSONA

- Both models get new features and refreshed styling with new colour options
- 2022 Proton Iriz debuts new Active variant

Subang Jaya, 5 August 2021 – PROTON today announced the launch of the new 2022 Proton Iriz and Persona, offering updated design elements plus enhanced features. The latest additions to the company's range also come in new colours, while offering improved comfort and safety for all passengers.

"The Proton Iriz and Persona have won many fans since their introduction, so we took a measured approach to updating them. The styling changes and addition of a new Active variant for the Proton Iriz will help boost their visual appeal while the changes we have made to the interior and infotainment system ensures they deliver better comfort and connectivity while retaining Proton's trademark driving experience," said Roslan Abdullah, Chief Executive Officer, Proton Edar.

Updated design to appeal to a wider audience

For the exterior, the changes begin with newly redesigned bumpers and the iconic Infinite Weave with Ethereal Bow grille. On the Proton Iriz, it features a new profile and is presented in red whilst the Proton Persona comes with additional chrome to better frame the new PROTON logo. The updated look for the 2022 models also includes LED headlamps that support auto on/off and follow me home functions. The design is complemented by new 16-inch alloy wheels, a black roof finish and new finishing on the rear combination lamps.

The introduction of the Active variant takes the Proton Iriz down a more stylish and sportier pathway. The exterior of the car sports a different front bumper design with new distinctive all-round body mouldings that run from the front bumper, across the wheel arches and side sills before ending at the rear bumper. A black roof with roof rails completes the look.

New exterior colours, Citric Orange and Passion Red for the 2022 Proton Iriz and Space Grey for the 2022 Proton Persona adds youthful appeal and subtle class to each respective car.

Redesigned interior adds style and luxury

The most noticeable change to the interior of the 2022 Proton Iriz and Persona is the introduction of a new 8-inch floating infotainment head unit with voice command functions that have been updated to control the air-conditioning and driver's window. Housed at the top of the instrument panel for easy access, the new head unit is matched with repositioned air vents while new controls for the air-conditioning now come with a digital display and a N95 Cabin Filter fitted as standard. Functionality is also enhanced by the new centre console that provides an armrest as well as improved storage space.

For the Iriz Active variant, the interior ambience is lifted further by red highlights – Active embroidery on the front seats, door trims and carpet mats, as well as red stitching on the steering wheel and red seat belts. It also comes with aluminium sport pedals that adds a subtle sporting touch.

The top of the line 2022 Proton Persona Premium meanwhile gets its seats and door trims covered in brown leatherette (in the same shade that debuted on the Proton X70) to compliment the new interior design and helping to raise the level of luxury.



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Combining Convenience with Safety

With a total of six USB ports – three at the front, two at the rear and one behind the rear-view mirror, to power a dash cam, both the 2022 Proton Iriz and Persona have ample power outlets to suit the demands of a digital lifestyle. The latter also offers 510-litres of boot space that can be expanded by folding the rear seats. Additionally, both also offer a reverse camera and parking sensors to provide visual and audible parking assistance while an ECO mode switch encourages more efficient driving resulting in better fuel consumption.

With regards to safety, both models have received the 5-star ASEAN NCAP rating and comes with a comprehensive list of safety features such as reinforced body structure using Hot Press Formed (HPF) steel, Electronic Stability Control (ESC), Traction Control System (TCS) and Hill Hold Assist (HHA).

The 2022 Proton Iriz and Persona are now available for booking online at www.proton.com.

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2022 Proton Iriz OTR Prices:

Variants	On-The-Road (OTR) Price (without insurance)			
	Normal Price		With Sales Tax Exemption*	
	Peninsular Malaysia	East Malaysia	Peninsular Malaysia	East Malaysia
Iriz 1.3L Standard CVT	RM40,800	RM42,800	RM40,300	RM42,300
Iriz 1.6L Executive CVT	RM47,800	RM49,800	RM47,100	RM49,100
Iriz 1.6L Active CVT	RM54,800	RM56,800	RM54,000	RM56,000

2022 Proton Persona OTR Prices:

Variants	On-The-Road (OTR) Price (without insurance)			
	Normal Price		With Sales Tax Exemption*	
	Peninsular Malaysia	East Malaysia	Peninsular Malaysia	East Malaysia
Persona 1.6L Standard CVT	RM45,800	RM47,800	RM45,200	RM47,200
Persona 1.6L Executive CVT	RM50,800	RM52,800	RM50,100	RM52,100
Persona 1.6L Premium CVT	RM55,800	RM57,800	RM54,900	RM56,900

*Valid until 31 December 2021

2022 Proton Iriz and Persona Launch Package*

Package	Details
Warranty Coverage Package	• 5-year Warranty or 150,000km; whichever comes first
Service Package	• 3-times free Labour Service
Data Package	• 5-year Data Package with 1GB each month (2022 Iriz Active and Persona Premium only)

*Terms and conditions apply



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About PROTON

PROTON Holdings Bhd began as Malaysia's first national car project, founded with the aim to accelerate Malaysia's economic development and lay the foundations for the local automotive industry. In 2017, PROTON entered its next phase to be a modern and global automotive brand; through a partnership between its two principals, DRB-HICOM and Zhejiang Geely Holding Group. Today, PROTON continues to delight its customers with cars anchored on its brand promise of Inspiring Connections, and founded on its core values of always delivering Innovative Technology, Reliability and International standards.

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